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Sitecore
Case Study:

SPORT1TV – Building a media-rich, cutting-edge website with Sitecore

Summary

Sport1TV as an international sport channel wanted to create a website, delivering up-to-date, interesting content to all people who are curious about sports. The site needed to be content and media rich, highly topical and had to include videos as well as blogs. Parts of the Sport1TV's own programs and shows should also be available for free. The site was meant as a complementary service to a sports news portal. Sitecore's CMS was integrated and the result was an amazing success.

Challenge

Sport1TV is the brand of Chello Central Europe, part of the Chello Media, producer and distributor of 44 international television channels to more than 264 million TV households worldwide. The Sport1TV is broadcasting in many countries in the Central-Eastern Europe region, such as Romania, Hungary, Slovakia and the Czech Republic.

Previously, every website of Chello Central Europe was served by a different, custom-developed CMS. This made content management cumbersome and difficult. Sport1TV wanted to create an integrated system of the TV portals of Chello Central Europe, and a new content management solution was needed to replace the former static websites. The new CMS would serve as the platform for all of the Chello Central Europe channels -- not just the Sport1TV website. Thus, further site developments are already planned.

Goals for the new site included:

- Provide additional and useful information related to the channel's shows, programs and events
- Offer a complementary service to a sports news portal
- Deliver up-to-date, detailed and content rich sports news
- Meet a broad target group ranging from addicted fans to ad hoc sports watchers

- Offer a portal to engage users
- Ability to match content quickly and easily
- Flexible enough to implement further changes to adapt to changing customer needs constantly

Solution

Sitecore CMS was chosen for the new website because it is up-to-date, modern and progressive, and also because of its high degree of customization. The transparent structure of the CMS was also an important factor for the customer to choose Sitecore. To implement all requirements, Sport1TV worked together with CarnationGroup, a Sitecore Solution Partner. After TVPaprika.hu, Sport1TV.hu was the second milestone in the long-term relationship with the Budapest-based digital agency. CarnationGroup delivers digital creative solutions for almost 15 years now.

Sport TV

www.sport1TV.hu



Sitecore Case Study:



“We knew the support behind the whole system would be excellent. This also helped us in our decision. If we have a problem, there will always be somebody who will help us immediately.”

— **Janos Turak** – New media manager, Chello Central Europe Ltd.



“We knew that from the beginning we had to strive for excellence in every part of the project to create a website that we would be proud of and the client would be satisfied with.”

— **Gabor Tamasi**, Client Service Director, CarnationGroup

www.sitecore.net

With its offices in Budapest, Bucharest and Vienna and over 100 technologists, creative writers, designers and highly professional project managers the creative firm services clients from various sectors throughout Central Europe.

CarnationGroup took advantage of Sitecore’s flexibility and extended it in developing a special TV magazine module. The TV program administrators can synchronize the online TV magazines (<http://www.sport1tv.hu/Musorujsg>) with their own internal system. The TV program can be filtered by sport types and live events via a tagging system.

With the aid of a web service, videos and podcasts can be uploaded through a custom developed Sitecore module to an individual media server. Thus, no special third-party module is needed for the video management. Afterwards, administrators can use and embed the videos to any Sitecore content.

Besides, Sitecore’s position in the market was proof of stability and progress for many years. “We knew the support behind the whole system would be excellent. This also helped us in our decision. If we have a problem, there will always be somebody who will help us immediately.” Janos Turak – New media manager, Chello Central Europe Ltd.

Result

The new site was successfully launched, and the new Sport1TV website includes articles, blogs and videos of sports news and events, ranging from soccer, hockey and football to individual sports such as tennis, boxing and even chess. In addition to the written content, Sport1TV’s own programs and shows are now integrated into the website.

Sport1TV reports tremendous success with the new website. With position 4,517 on launch day to position 2,000 four and a half months later on the ranking of the most popular websites in Hungary, they note a significant increase of site popularity along with number of site visits and time spent on the website.

“Not only the Hungarian team but also the headquarters in London are very satisfied by the site and its results. Now they can see both, long-term and even short-term profit of a new, user-friendly website.” Janos Turak – New media manager, Chello Central Europe Ltd.

Technology Description

Solution Special Ingredients:

Sitecore CMS

Videos



Sitecore’s Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd’s of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore’s success and that of its customers, partners and developers.

Sitecore
www.sitecore.net

Sport TV
www.sport1TV.hu

Carnation Group
www.carnationgroup.com